



## Regional Bookseller Association Information

Lerner is a member of the ABA, and as a distribution client, you have access to the [ABA's promotional opportunities](#) at your expense. Please contact Katie O'Neel at [koneel@lernerbooks.com](mailto:koneel@lernerbooks.com) to learn more or to set up promotions via our membership.

There are also eight regional bookseller associations in the United States. Many of the associations require distribution clients to be members directly, and Lerner is not a member of all eight associations. However, membership is not required to take advantage of advertising or promotion opportunities, including mailing list rental (note that currently none of these organizations rent or sell bookstore email addresses).

See below for details on all eight associations, their membership fees, and links to their promotional opportunities. Please contact Katie O'Neel at [koneel@lernerbooks.com](mailto:koneel@lernerbooks.com) for more information or brainstorming, and reach out directly to each association to set up any desired advertising.

### California Independent Booksellers Alliance (CALIBA)

<b>States Covered</b>	California
<b>URL</b>	<a href="https://caliballiance.org">https://caliballiance.org</a>
<b>Membership Cost</b>	\$350-550
<b>Promotional Opportunities</b>	<a href="https://caliballiance.org/page/PromotionalOpportunitiesPublishers">https://caliballiance.org/page/PromotionalOpportunitiesPublishers</a>

### Great Lakes Independent Booksellers Association (GLIBA)

<b>States Covered</b>	Illinois, Wisconsin, Michigan, Ohio, Indiana, and Kentucky
<b>URL</b>	<a href="https://www.gliba.org">https://www.gliba.org</a>
<b>Membership Cost</b>	\$175
<b>Promotional Opportunities</b>	<a href="https://www.gliba.org/advertise-with-gliba.html">https://www.gliba.org/advertise-with-gliba.html</a>

### Midwest Independent Booksellers Association (MIBA)

<b>States Covered</b>	Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin and Michigan's Upper Peninsula
<b>URL</b>	<a href="https://www.midwestbooksellers.org/">https://www.midwestbooksellers.org/</a>
<b>Membership Cost</b>	\$175
<b>Promotional Opportunities</b>	<a href="https://www.midwestbooksellers.org/promotions">https://www.midwestbooksellers.org/promotions</a>

### Mountains & Plains Independent Booksellers Association (MPIBA)

<b>States Covered</b>	Arizona, Colorado, Kansas, Montana, Nebraska, Nevada, New Mexico, Oklahoma, South Dakota, Texas, Utah, and Wyoming
<b>URL</b>	<a href="https://www.mountainsplains.org">https://www.mountainsplains.org</a>
<b>Membership Cost</b>	\$200
<b>Promotional Opportunities</b>	<a href="https://www.mountainsplains.org/advertising-21/">https://www.mountainsplains.org/advertising-21/</a>

## Regional Bookseller Association Information, Continued

### **New Atlantic Independent Booksellers Association (NAIBA)**

<b>States Covered</b>	New York, New Jersey, Pennsylvania, Delaware, Maryland, Washington DC, Northern Virginia, and West Virginia
<b>URL</b>	<a href="https://www.naiba.com">https://www.naiba.com</a>
<b>Membership Cost</b>	
<b>Promotional Opportunities</b>	<a href="https://www.naiba.com/products/advertising##">https://www.naiba.com/products/advertising##</a>

### **New England Booksellers Association (NEIBA)**

<b>States Covered</b>	Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island
<b>URL</b>	<a href="https://newenglandbooks.org">https://newenglandbooks.org</a>
<b>Membership Cost</b>	\$200
<b>Promotional Opportunities</b>	<a href="https://newenglandbooks.org/page/all-advertising">https://newenglandbooks.org/page/all-advertising</a>

### **Pacific Northwest Booksellers Association (PNBA)**

<b>States Covered</b>	Alaska, Idaho, Montana, Oregon, Washington, and British Columbia
<b>URL</b>	<a href="http://www.pnba.org">http://www.pnba.org</a>
<b>Membership Cost</b>	
<b>Promotional Opportunities</b>	<a href="http://www.pnba.org/for-publishers.html">http://www.pnba.org/for-publishers.html</a>

### **Southern Independent Booksellers Association (SIBA)**

<b>States Covered</b>	Florida, South Carolina, North Carolina, Georgia, Louisiana, Alabama, Arkansas, Tennessee, Kentucky, Virginia, and Mississippi
<b>URL</b>	<a href="https://sibaweb.com/">https://sibaweb.com/</a>
<b>Membership Cost</b>	\$195
<b>Promotional Opportunities</b>	<a href="https://sibaweb.com/page/industry">https://sibaweb.com/page/industry</a>

Bookstore outreach, promotion, and advertising can be very effective for certain trade titles. If you would like to brainstorm ways to reach booksellers, please contact Katie O'Neel at [koneel@lernerbooks.com](mailto:koneel@lernerbooks.com).